

The labels on these pages are all from Croatian businessmen or Croatian businesses in Watsonville. These paper labels were glued to one end of wooden fruit boxes to advertise the contents, and to comply with the legal requirements of describing the fruit, giving its size or weight, its class, naming the shipper or grower, and giving the place of origin. The size, weight and other requirements changed over the years.

Starting in the 1930s, a box of apples was required to contain one bushel of fruit. Because this book covers only the 1920s, labels with “one bushel” designations on them are not included here *unless* they are an old label that later showed the “bushel” requirement *and* the only example that could be found had the “bushel” imprint. Except for these, all of the labels shown here are likely to be pre-1930.

The “sources” were several private label collectors, and two non-profit collections: PVHA (Pajaro Valley Historical Assn.), and Ag History (Agricultural History Museum, at the fair grounds near Watsonville).



John Alaga (1889-1961)
Anton Salatich (1881-1967)
Source: Nick Alaga



Alaga Brothers
Source: Richard Hernandez



Alaga Brothers
Source: Richard Hernandez



Anton Balich (1885-1973)
Source: Ag History



Anton Balich (1885-1973)
Source: Antoinette Balich Lukrich



Anton Balich (1885-1973)
Source: Antoinette Balich Lukrich



Andrew Bete (1885-1961)
Kesovia (not sure which Kesovia)
Source: Richard Hernandez



John Borcovich (1891-1981)
Antone Dragovich (1878-1945)
Source: Jim Resetar



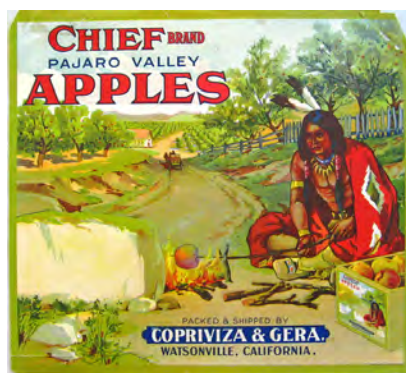
Peter P. Capitanich (1879-1929)
Source: Ag History



Peter P. Capitanich (1879-1929)
Source: Ag History



George Colendich (1878-1939)
Source: Jim Resetar



George Copriviza (1871-1939)
Martin Gera (1872-1945)
Source: Ag History



Franich Brothers (John and Martin)
Source: PVHA



Franich Brothers (John and Martin)
Source: PVHA



Matthew Grizich (1862-1919)
Source: Ag History



Andrew Gulermovich (1880-1954)
Source: Mary Resetar Signorino



L.J. Ivanovich (1888-1986)
Source: Richard Hernandez



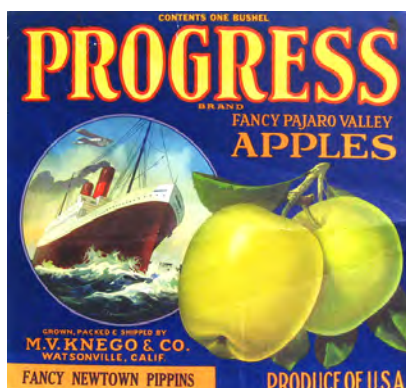
J.P. Jagich (1885-1958)
Source: Richard Hernandez



M.L. Kalich (1884-1938)
Source: Ag History



M.L. Kalich (1884-1938)
Source: Richard Hernandez



M.V. Knego (1894-1978)
Source: Richard Hernandez



Lucian F. Lettis (1880-1968)
Source: Ag History



Lucian F. Lettis (1880-1968)
Source: Richard Hernandez



Lucian F. Lettis (1880-1968)
Source: Richard Hernandez



Peter N. Lettunich (1873-1904)
Source: Mary Resetar Signorino



M.N. Lettunich (1864-1955)
Prosper Lettunich (son; 1897-1983)
Source: Richard Hernandez



Martin J. Lettunich (1883-1968)
Source: Ag History



Martin J. Lettunich (1883-1968)
Source: Jim Resetar



Lewis W. Lettunich (1897-1957)
Source: Richard Hernandez



M.N. Lettunich (1864-1955)
Prosper Lettunich (son; 1897-1983)
Source: Richard Hernandez



John Lucich (1891-1975)
Source: Richard Hernandez



Lucich (not sure which Lucich)
Vukasovich (not sure which Vukasovich)
Source: Richard Hernandez



John M. Lukrich (1894-1979)
Source: John Lukrich



John M. Lukrich (1894-1979)
Source: Ag History



John M. Lukrich (1894-1979)
Source: Nick Alaga



John M. Lukrich (1894-1979)
Source: Richard Hernandez



John M. Lukrich (1894-1979)
Source: Richard Hernandez



Martin or Mitchell Magud
Source: Richard Hernandez



Filip P. Marinovich (1864-1938)
Source: Ag History



Louis C. Matiashevich (1885-1960)
Source: Marlene Matiashevich Radovich



Louis C. Matiashevich (1885-1960)
Peter C. Matiashevich (1895-1976)
Source: June Matiashevich Melton



Nick Matulich (1883-1957)
Nick Gutunich (1877-1935)
Source: Ag History



Marko "Mike" Mekis (1882-1961)
George Pekoch (1889-1951)
Source: Ag History



Peter Mengol (1869-1936)
Source: Ag History



Paul G. Milladin (1885-1967)
Source: Richard Hernandez



Mitchell V. Pista (1885-1965)
Source: Richard Hernandez



Mitchell V. Pista (1885-1965)
Source: Richard Hernandez



P.M. Resetar (1871-1954)
Source: PVHA



P.M. Resetar (1871-1954)
Source: PVHA



P.M. Resetar (1871-1954)
Source: Ag History



P.M. Resetar (1871-1954)
Source: Ag History



Resetar Bros.
Source: Ag History



Resetar Bros.
Source: Jim Resetar



Edward B. Rilovich (1888-1961)
Nick Sresovich (1888-1947)
Source: Ag History



Jack S. Sambrailo (1884-1929)
Source: M. Buak



Peter A. Scurich (1876-1956)
Source: Ag History



Scurich Bros.
Source: Jim Resetar



John Scurich (1864-1931)
Source: Nick Alaga



Nick P. Scurich (1874-1955)
Antone Jerinich (1881-1945)
Source: Richard Hernandez



Antone L. Scurich (1898-1959)
Charles Sambrailo (1901-1963)
Source: Sambrailo Co.



Secondo (not sure which Secondo)
Andrew Bete (1885-1961)
Source: Ag History



P.P. Stolich (1875-1946)
Source: Richard Hernandez



Peter P. Stolich (1875-1946)
Source: Ag History



Stolich Bros.
Source: Mary Resetar Signorino



John P. Zar (1887-1968)
Source: Richard Hernandez



Mitchell Zupan (1881-1948)
John J. Lucich (1891-1975)
Source: Richard Hernandez

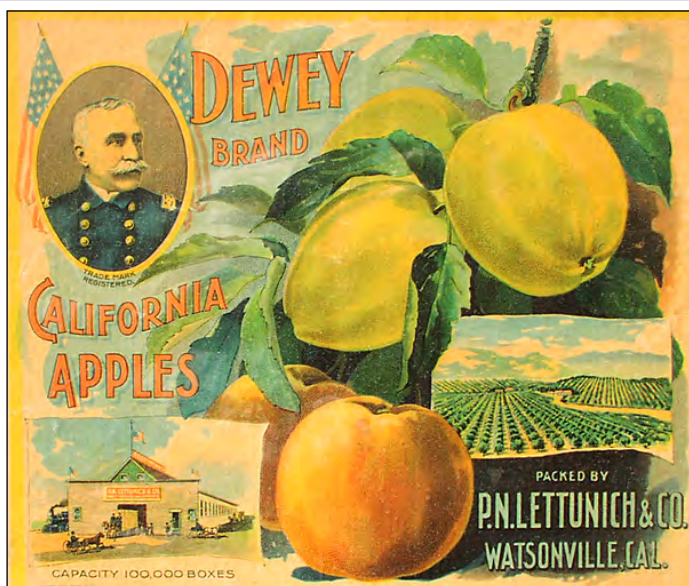


Fig. X-166. This is the oldest known apple label of the Watsonville area. It was created in 1898 by P.N. Lettunich (1873-1904), brother of M.N. Lettunich. The history of this label and P.N. Lettunich & Co. can be found on pp. 38 and 73-74 in the prequel to this book, *The Slav Community of Watsonville, California: As reported in old newspapers (1881-1920)*.

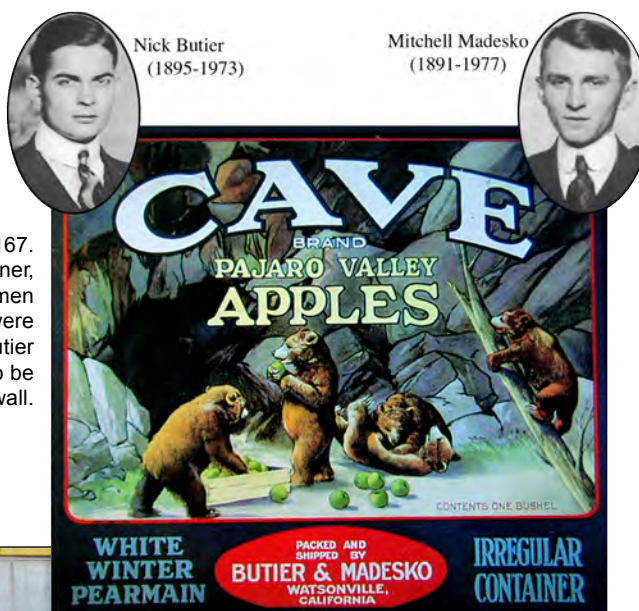


Fig. X-167. The label of Nick Butier and his partner, Mitchell Madesko. The photos of the men were not part of the original label. They were added to the label and given to Mike Butier (1945-2010), Nick's son, as a poster to be hung on a wall.



Fig. X-168. Steve Zupan (1914-2011), in photo, had his father's label painted on one of the buildings of Apple Growers Ice & Cold Storage Co. in Watsonville. The main building of this company burned in 2011. This building and the rendering of the label were not damaged in the fire but were destroyed when all buildings on the property were torn down in 2012. Today (2017) the entire property is a vacant lot.

The "Lucich" in the company name refers to John J. Lucich (1891-1975).

Steve said that the label originally belonged to Nick Ducich (1871-1927) who returned to his home village (Mrčevo) and died there. Ducich was originally Dupčić.

Photo: 2010.